

FAA Forecast Conference

... General Aviation Pilot and Promotional Programs



Phil Boyer
AOPA President.

Aviation 2000



Identifying Pilots

Pilot watches

- ✈ big, flashy
- ✈ lots of dials
- ✈ useful!

**A new one enters
the scene?**



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Ultimate pilot watch

Casio Watch
Almanac
8 channel
200 waypoints
GPS, too!
Price: \$499!.

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Before GPS (in the beginning....)



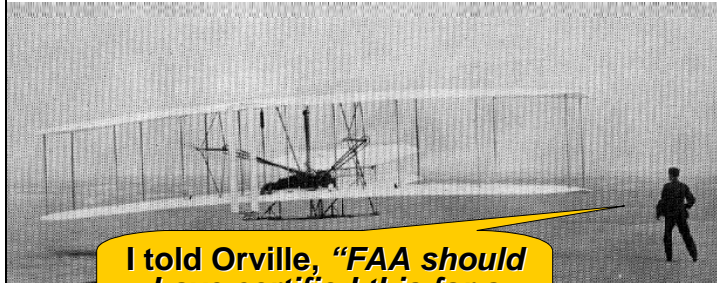
Aviation was full of excitement, romance
✈ **Wilbur and Orville, Kitty Hawk, NC**
✈ **December 17, 1903**
✈ **KFFA 171430Z 03020G30 2SM ZL 9BKN 2/M5**
A30.12 RMK FRIGGIN' COLD OUT HERE!.



Sequence report reads:

KFFA (First Flight Airport) 17th of December, 1430Z (8:30 AM local). Winds 030 at 20 knots, gusts 30. Visibility 2 statute miles with freezing drizzle. Ceiling 900 broken. temperature 2 Celsius, dewpoint minus 5 Celsius. Altimeter 30.12. Remarks: "Friggin' cold out here!"

120 Feet in 12 Seconds.



**I told Orville, "FAA should
have certified this for a
longer test flight!"**

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Fresh Records Kept General Aviation Excitement High

First long flight

✈️ 1905: 33 min, 17 sec

First shipboard flight

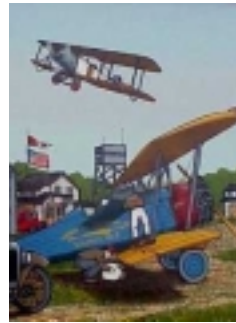
✈️ 1910: Hampton Roads

First airmail service

✈️ 1918: DCA - JFK

First caterpillar club

✈️ 1922: McCook Field, DAY.



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Technology and Daring-Do Kept GA Alive, Growing

1929: First Atlantic solo
✦ Charles Lindbergh

1930s-40s: Aerial Circuses
✦ Barnstorming
✦ Wingwalking
✦ Aerobatics

1920s-60s: Airline Growth

1941-1945: WW II

1947: Sound Barrier.
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But Today? Where's the Romance?

Pilots Worry About

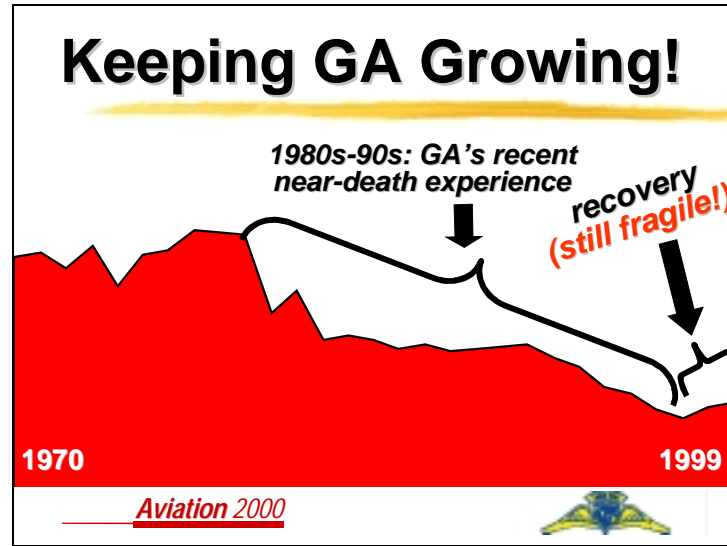
- ✦ Cost of flying
- ✦ Excess regulation
- ✦ GPS/Loran/VOR/ILS
- ✦ WAAS
- ✦ Safety



While the **biggest challenge**
has been (mostly) ignored.

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AOPA Research

Indicators of industry health


Key indicator

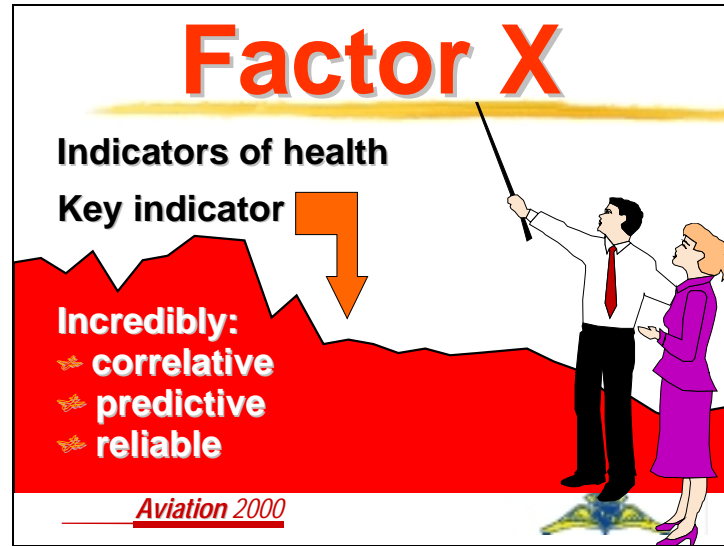


Incredibly:

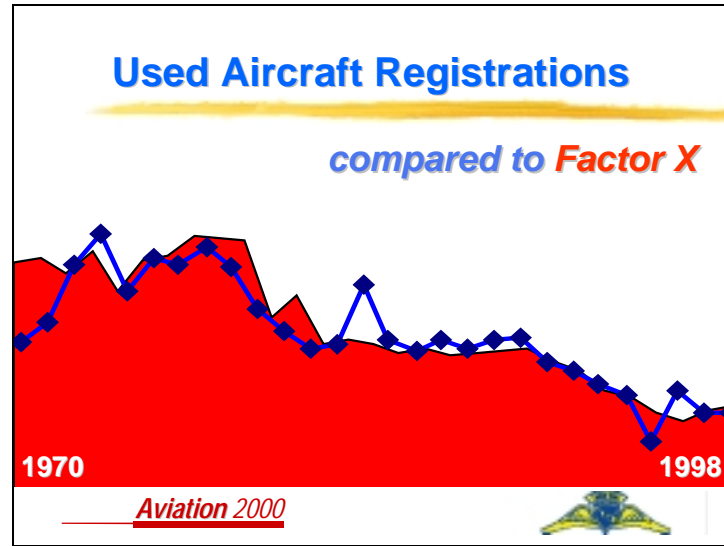
- ✧ **correlative**
- ✧ **predictive**
- ✧ **reliable.**

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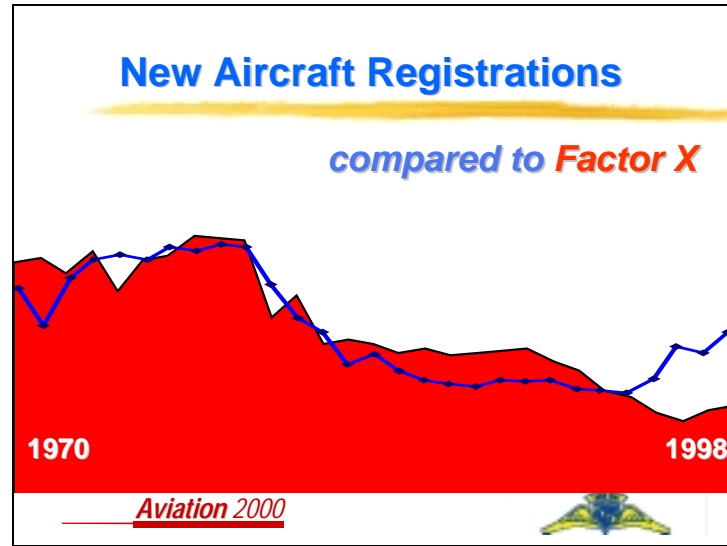


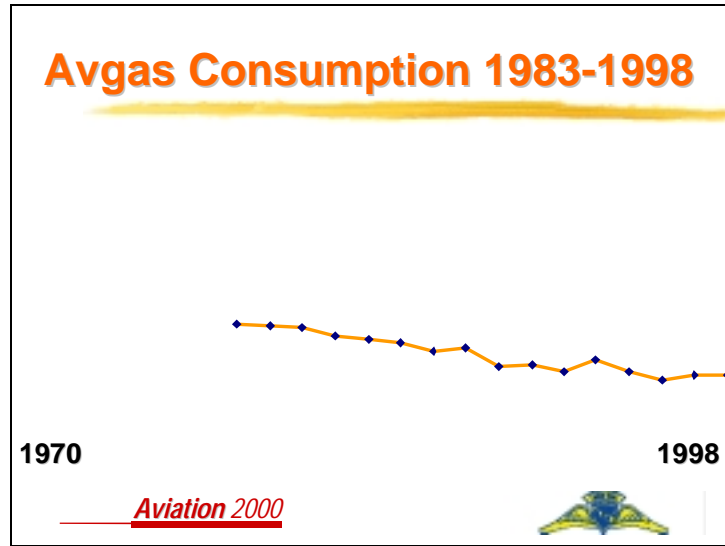


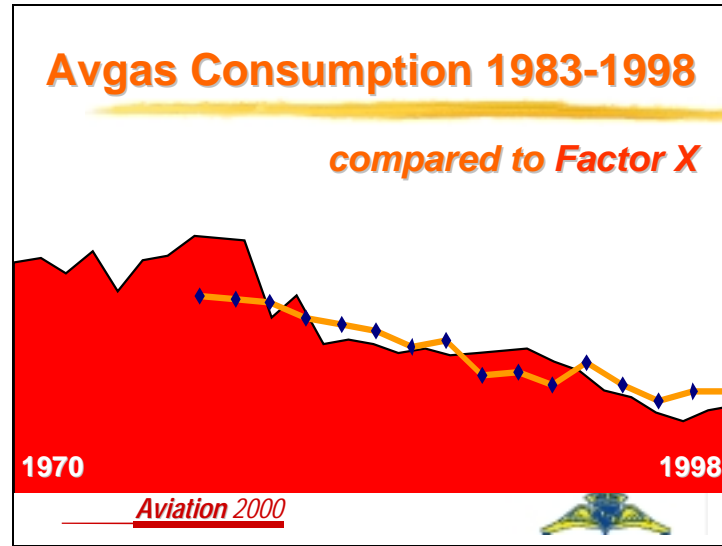


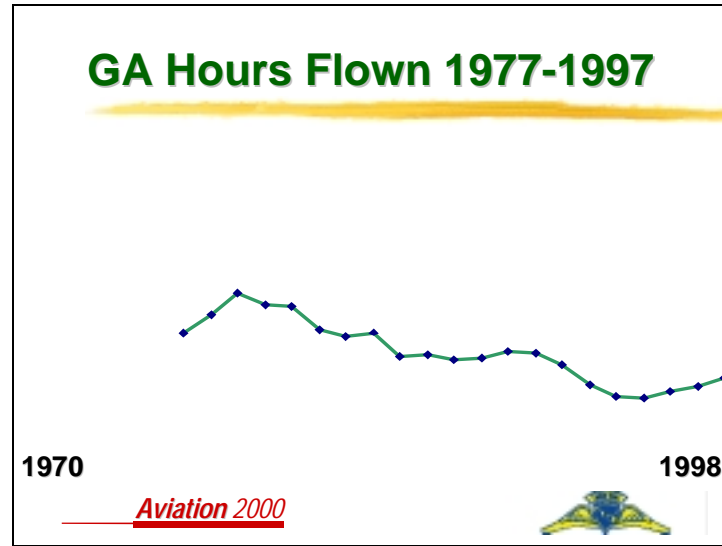


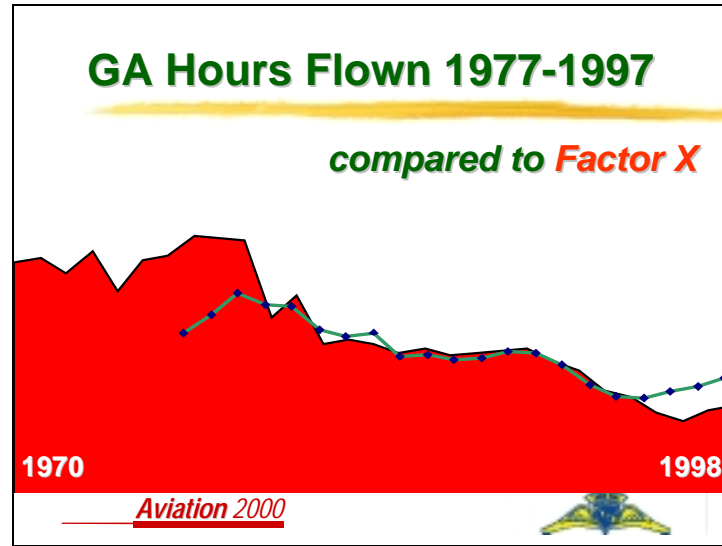




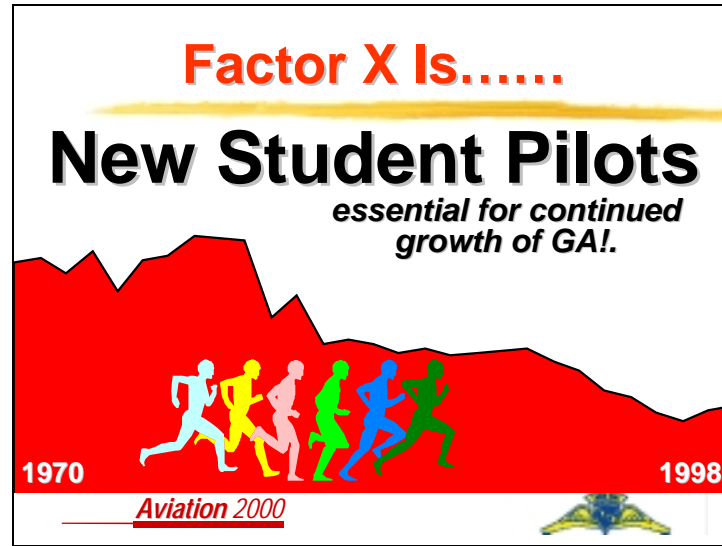




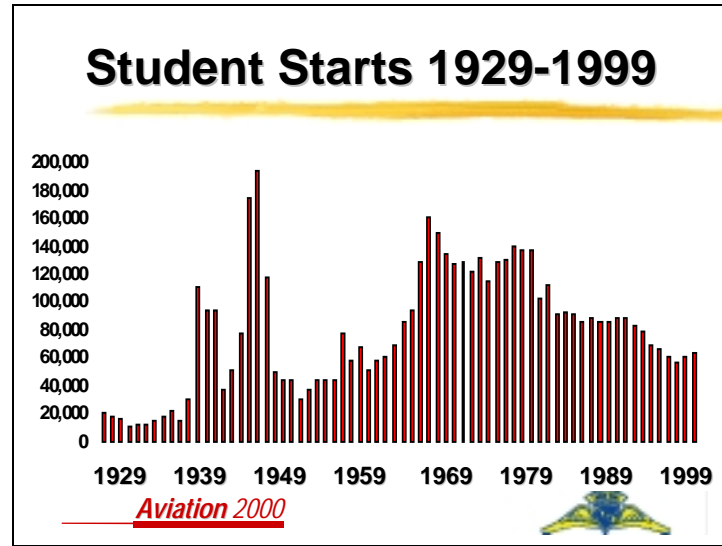




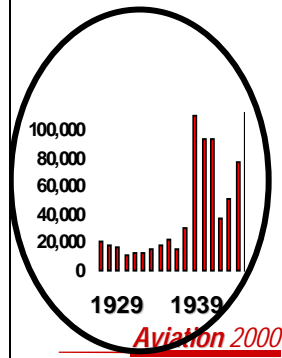








Student Starts 1929-1945



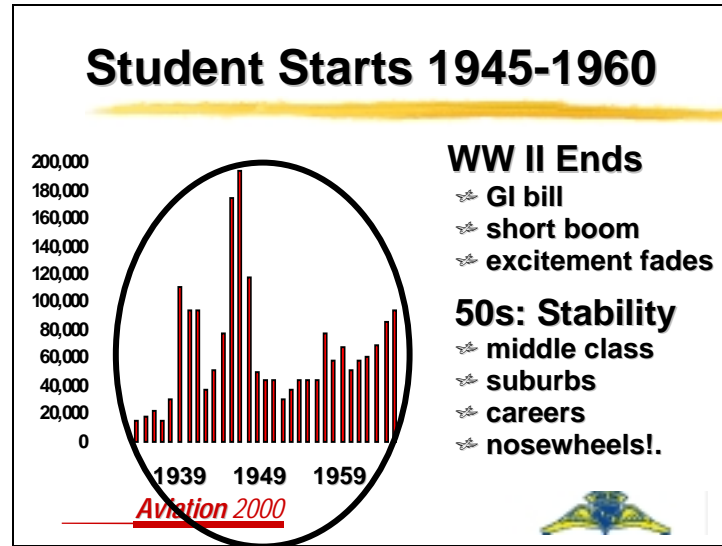
Early enthusiasm

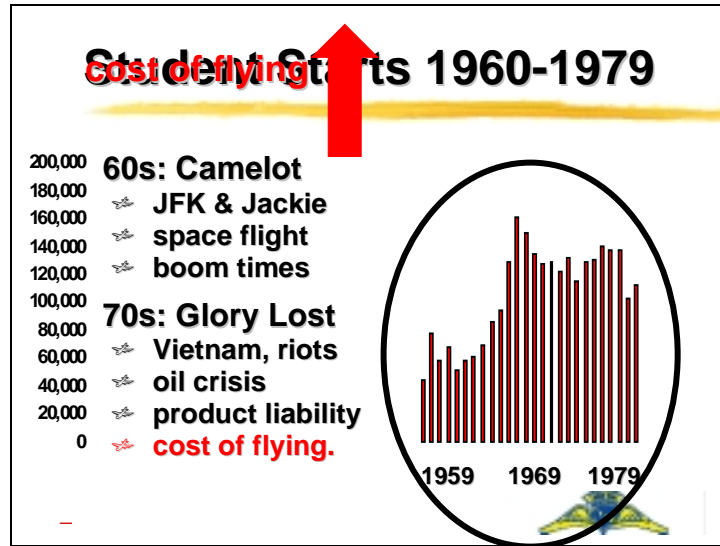
- ✧ roaring 20's
- ✧ crash of 1929
- ✧ slow recovery

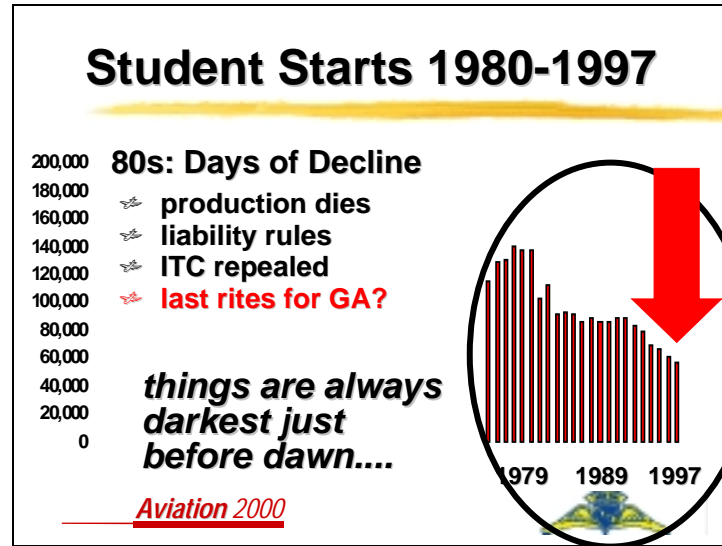
World War II

- ✧ better airplanes
- ✧ mission
- ✧ romance!.









**First Break in the Overcast:
1994: Liability Reform**



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1996: GA Pulls Together

BE A PILOT (GA TEAM 2000)

- ✦ March 1996
- ✦ 100+ founders
- ✦ unified support

Common goal:

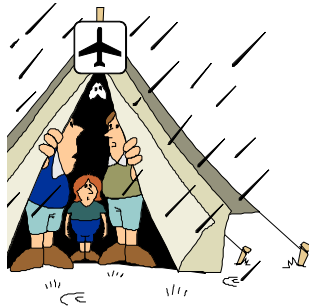
*“... revitalize GA (with)
new student pilots ...”*



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Who Are New Pilots?



Research 1994-95

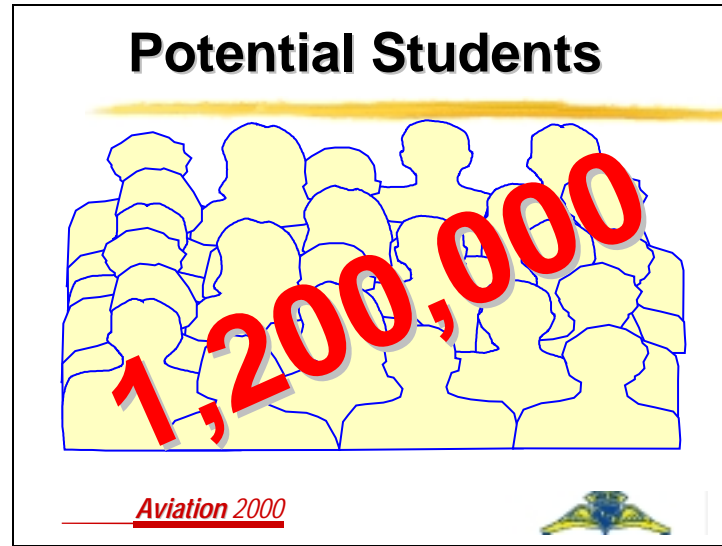
- ✦ Needle in Haystack
- ✦ Higher income
- ✦ Interested?

10.5% said "Yes!"

- ✦ 7.1% men
- ✦ 3.4% women.

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Common Misconceptions


Learning to fly

- “takes years” (33%)
- “only rich people” (33%+)
- “airplane rental totally unaffordable” (70%).



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Reasons for Learning




Pure enjoyment
Personal travel


Career? Ages

✪	18-30	- 57%
✪	31-40	- 12%
✪	40+	- <1%

Careers now taking off!



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Pilot Shortage!

**1999: 15,747
pilots hired**

***Just try to book
a flying lesson!!***

**We need pilots
real bad! (*Not
real bad pilots*)**



Expansion
Air, Inc

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A cartoon illustration of a brown bull with a yellow nose and a speech bubble pointing to the text. The bull is wearing a grey pilot's cap and has a small airplane logo on its chest. The text 'Expansion Air, Inc' is written on the bull's chest. At the bottom right, there is a small logo of a blue and yellow airplane.

Darby estimates 12,500 hired in 1999.

All Appeal to Romance!



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Most Effective Messages

License in 6 months

Traveling

Family/friends

Rent \$60/hour

Find a mentor

Weekend adventures!.

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All Point to \$35 Coupon

Intro flight
\$35 incentive
Widely accepted
Easy to get:

- ✂ 888-BE-A-PILOT
- ✂ www.beapilot.com
(print out or mail)
- ✂ other programs.



\$35 INTRODUCTORY FLIGHT

Eager Student
951 Chestnutwood Way
Harpers Ferry, WV 25425
3016952131
Certificate No. 946754957



Latest :30 BE A PILOT spot (with airplane)

Multi-Pronged Attack

Cable TV



- ✦ :30 spots
- ✦ cost-effective
- ✦ cable channels provide best prospects

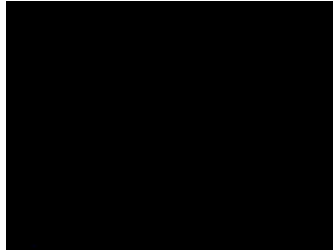
Targeted medium by special interest ...

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New TV Commercials

2 - 15 seconds



- ✦ 6 different messages
- ✦ “Flying for fun”
- ✦ “Career / Business”
- ✦ Paired to form :30.

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Most Effective Cable

1. **Discovery Sunday**
(*Discovery Channel*).
2. **Extreme Machines**
(*Learning Channel*)
3. **Weekend Wings**
(*Discovery Channel*)
4. **War in the Skies**
(*Learning Channel*)
5. **On the Inside**
(*Discovery Channel*)



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Multi-Pronged Attack

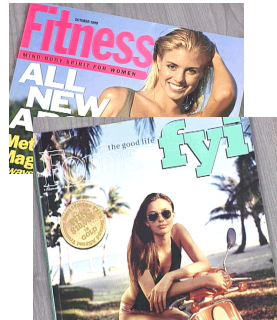
Magazine ads

- ✦ aviation pubs
- ✦ all donated
- ✦ all point to 888 number, Web.



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Multi-Pronged Attack

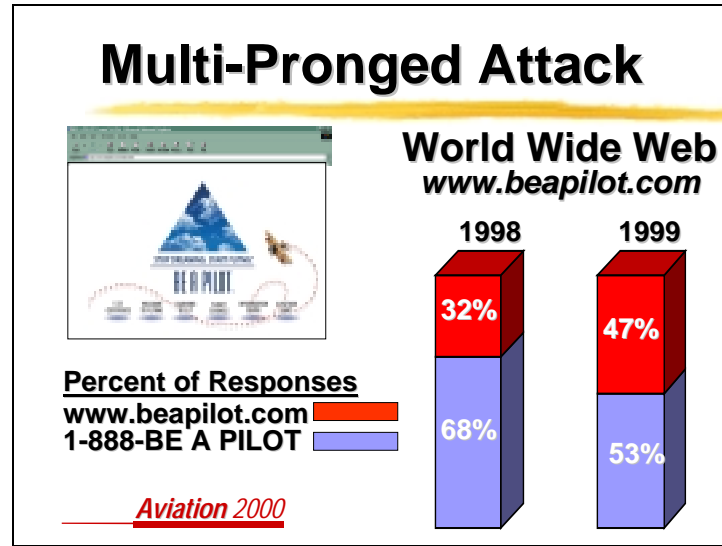


Free Publicity (the best kind!)

- ✦ Forbes Magazine
- ✦ Fitness
- ✦ Sports Afield
- ✦ Persona
- ✦ Many newspapers all across country.

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Multi-Pronged Attack

Live Outreach

- ✦ National Air and Space Museum
- ✦ Weekends
- ✦ Vivid display, ample coupons
- ✦ >75,000 in 1999!.



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1,600 Flight Schools

Among the more successful....

Cardinal Wings

Louisville, KY

- ✈ more certificates than any other
- ✈ founded 1992, one leased aircraft
- ✈ now 23 aircraft, 4,000 customers



Jamestown Flight Center

Williamsburg, VA

- ✈ credits BE A PILOT for 150% increase in business.



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1,600 Flight Schools

Other unsolicited testimonials....

"So far, the BE A PILOT site has provided more feedback for us than any other advertising method. Thanks!"

Northside Aviation
Slidell, LA

"This latest ad campaign has been very effective. This is the third student to come for an intro flight this week!"

Redwoods Flying Club
Eureka, CA.

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1999: Energetic Outreach



30,000+ fresh leads!

More Radio, TV

- ✈ **Radio: Washington, Boston, Chicago**
- ✈ **TV: Philadelphia, Tucson, San Diego, Harrisburg, Houston, Los Angeles, Syracuse and more!**


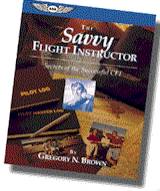
AOL New Pilot Forum

- ✈ **New pilot q's answered by experienced CFIs.**

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1999: Energetic Outreach




Marketing materials

- ✈ Marketing manual
- ✈ Savvy Flight Instructor
- ✈ *Wish You Were Here* promotion postcards

\$1.8 million in support

- ✈ aviation companies
- ✈ associations, publications
- ✈ virtually all segments!.

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Wish You Were Here postcards available for 10 cents each in quantities of 50 or more.

Other Programs

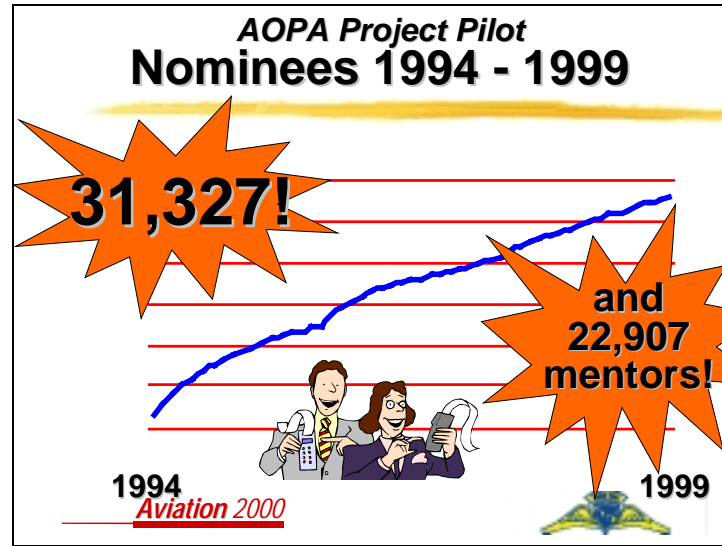
AOPA Project Pilot

- ✦ AOPA members
- ✦ find, encourage
- ✦ time, financial ability
- ✦ mentor!



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Other Programs



EAA Young Eagles

- ✦ 8-17 year olds
- ✦ goal of one million youth rides by 2003
- ✦ EAA chapters and affiliated organizations



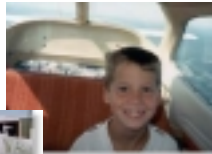
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Other Programs

EAA Young Eagles

✈️ 470,000 rides to date



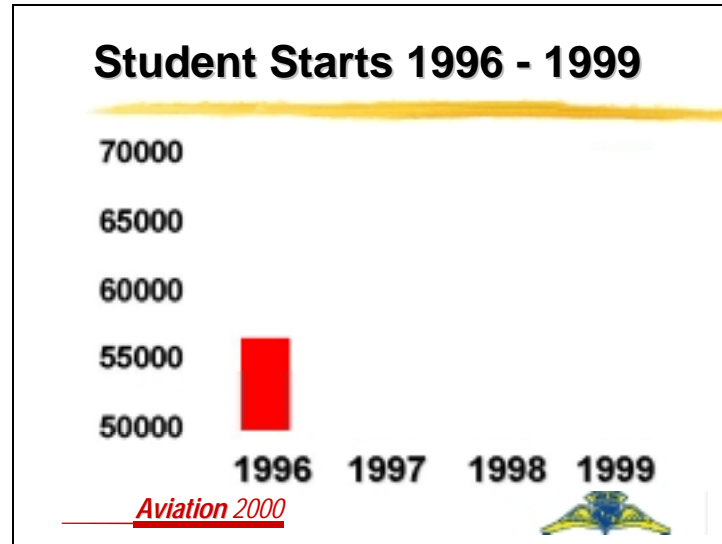
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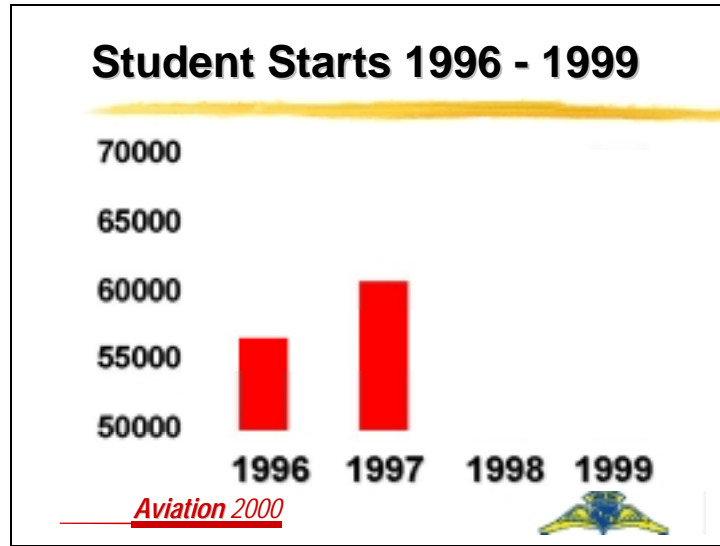
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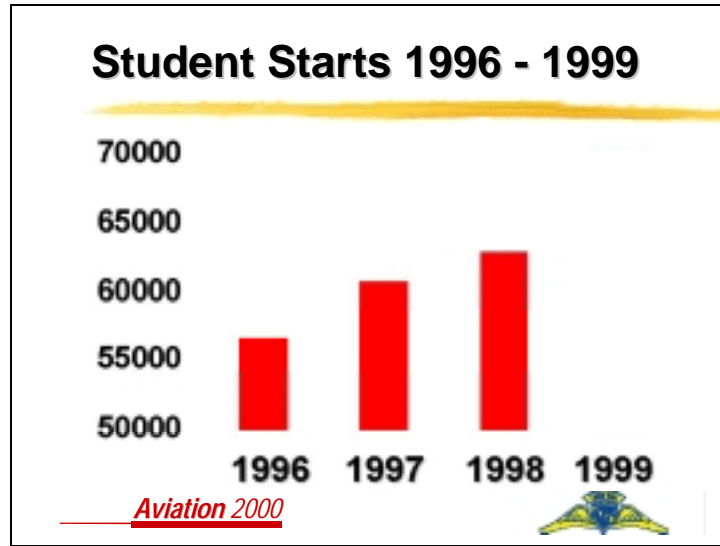
**How does
all this
track?**

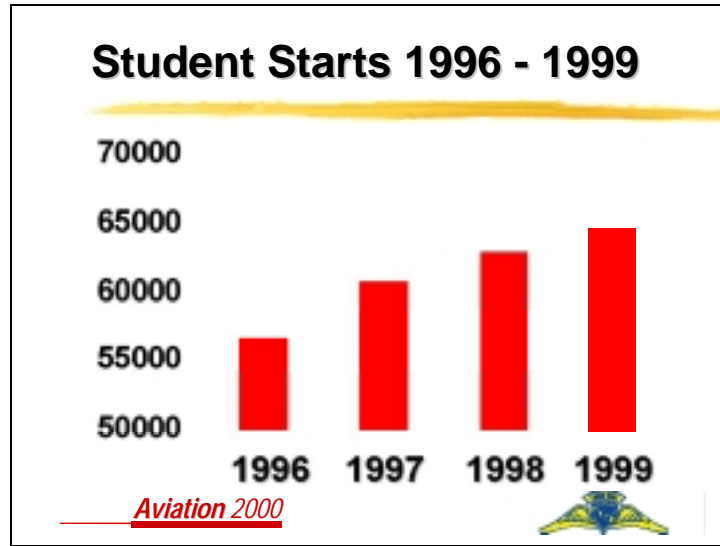
Aviation 2000

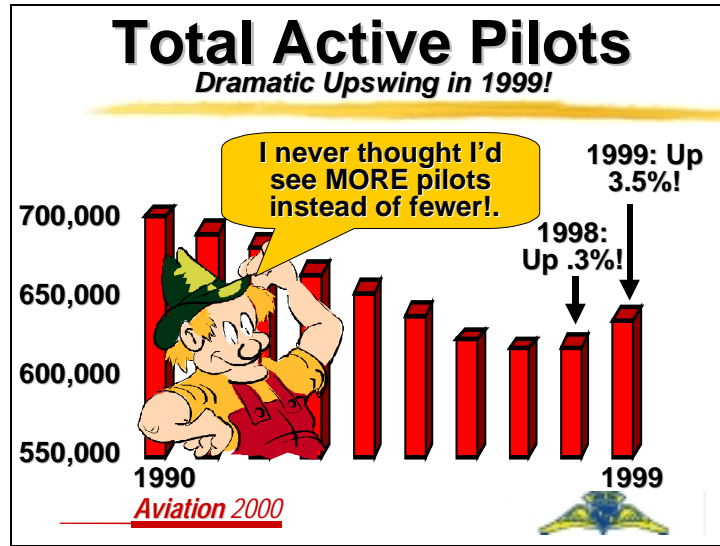














BE A PILOT 1999 annual report - short version

FAA Forecast Conference

... General Aviation Pilot and Promotional Programs

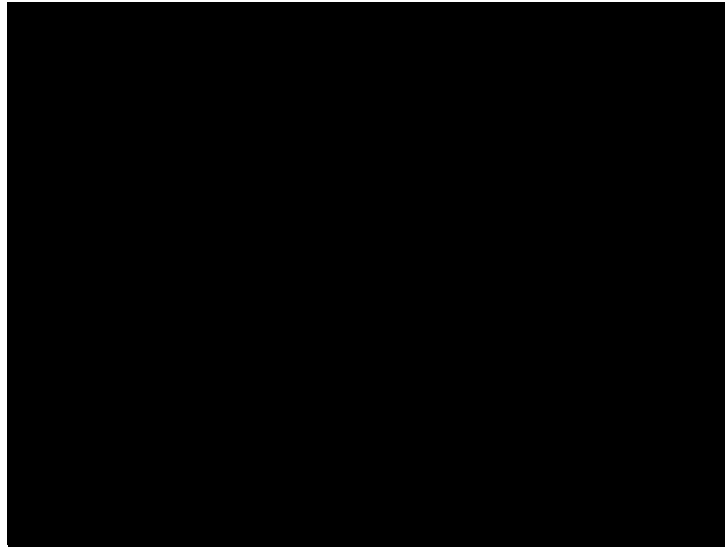


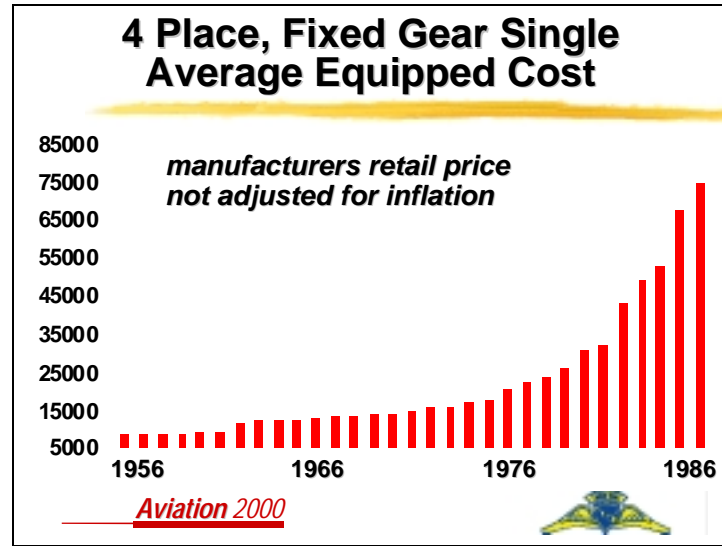
Phil Boyer
AOPA President.

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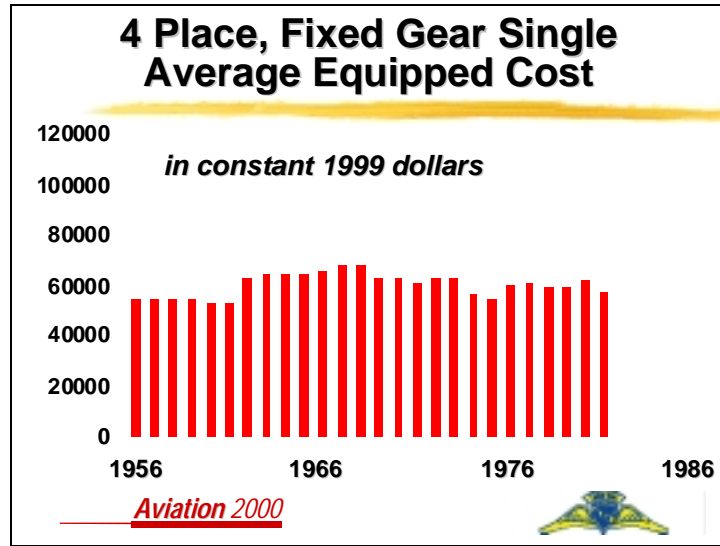


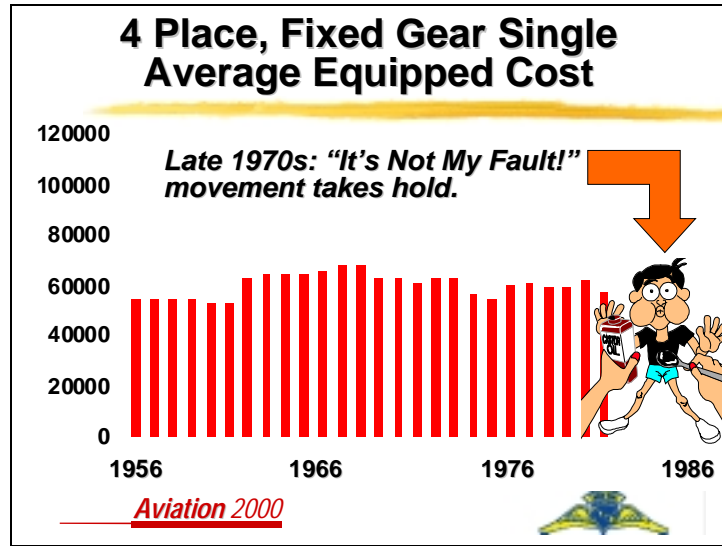
Slide 61

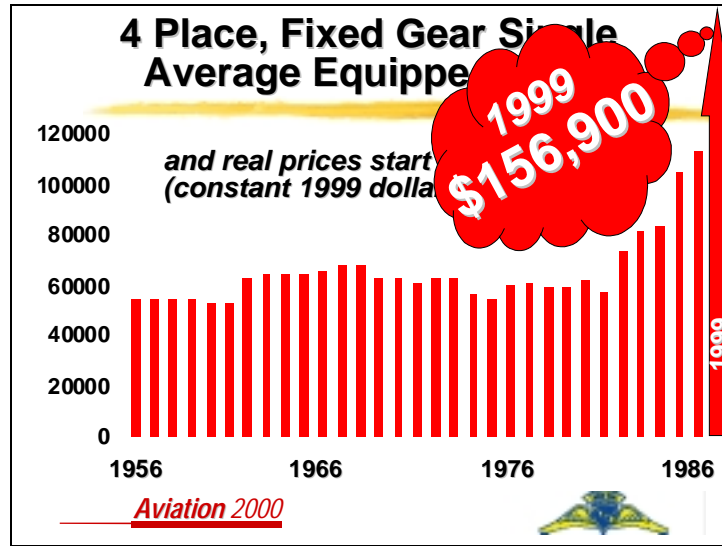




Figures are for new price of Cessna 172 for each model year, with average equipment.... but prices for Piper products track very closely. I didn't want to look like we were beating up on Cessna.







Video of British female student who came to US to get training despite our rising costs, because it's still so much less expensive here than in Europe.